

CASE STUDY

Timely advances roadmap by 9-12 months with Fivetran



Fivetran removes engineering as a bottleneck to the mass ingestion of data. Instead, the focus dramatically shifts to analytics and making the best use of the vast quantity of data.

- Jon Nash, Data Engineering Manager

Connectors:

- Azure SQL
- Google Analytics
- Zendesk
- Stripe
- Workday
- Salesforce
- Pendo
- Marketo

Warehouse:

Snowflake

Cloud platform:

Azure

BI Tool:

Power BI



Learn more about Fivetran →

Background

Based in New Zealand with offices in Australia and the UK, Timely delivers a simple and reliable appointment software for beauty businesses around the world. Its award-winning business management platform enables more than 55,000 customers to book over 30 million appointments a year, deliver exceptional client experiences and increase profitability.

Before Fivetran

The business was using Azure Data Factory to manually set up data pipelines by extracting data from its Azure SQL database and moving it into Snowflake.

This option provided control but was extremely time- and resource-intensive. The relatively small team of data engineers at Timely was faced with a very large backlog of data with several hundred tables to ingest from its own database, along with the need to continuously pull data from multiple sources.

Why Fivetran

Automation, speed of data ingestion and scalability were major factors in choosing Fivetran. Timely can now acquire all the data it needs, has access to, all the nice-to-haves it wanted, and can easily connect to many more data sources.

“The synergy between our setup and the impressive array of connectors was a major selling point for us. “It really allowed us to look at how we could pull our data ecosystem together into a cohesive unit.”

Jon Nash

Data Engineering Manager

Implementing Fivetran

As an initial trial, Jon Nash, Data Engineering Manager at Timely, and his team connected Fivetran to one of its test databases to get a sense of how an ongoing data ingestion might work. The team then focused on making a business case, including a cost-benefit analysis.

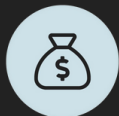
They discovered that implementing Fivetran would advance the data roadmap by 9-12 months and open the doors to reducing its technical debt. This in turn would allow its data engineers to refocus and resource key areas of the business.

The business case included a demonstration of the benefits, and required the team to work cross-functionally across the company to get buy-in. While they faced some challenges, the team came out the other side with improved communication on the data needs and advanced its position as a data-driven organisation.

What next

Timely has an ongoing customer reporting solution which is Snowflake-oriented. By eliminating engineering bottlenecks, this is now going full steam ahead. Making full use of its Pendo solution by ingesting Pendo data is also at the top of the list. Then, Jon and his team plan to take advantage of the Google Analytics connector to get a better understanding of user behaviour from a marketing perspective.

Outcomes



NZ\$600 SAVED
MONTHLY



SAVED 20 HRS
OF ENG TIME



FREED UP 10 HRS OF ENG
TIME FROM MONTHLY
PIPELINE SET UP



ADVANCED DATA
ROADMAP BY
SEVERAL MONTHS